

A Suitable Trophy for Every Sport

No. 43865



No. 43865, Price \$30.00

Golfer, 5 inches high—Gold
Finished—Oval—5 set—Clays
—Troy—Two No. 43865 Gold
Finished Pen, One Red End,
One Black End

No. 43865



No. 43865, Price \$45.00

Police Dog, sitting—Bronze
Finished—3 x 10—Ovals and
Black Marble—Oval—Name
Plate—Pencil Groove—One
No. 43865 Bronze Finished Pen,
One Black End

No. 43865



No. 43865, Price \$70.00

Waltham Clock—Gold Finished
—Name Plate—Pencil Groove—
6x10—Ovals or Black Marble
—Two No. 43865 Gold Finished
Pens, One Red End, One Black
End

No. 50065, Price \$49.00

Golfer, 5 inches high—
Gold Finished—Oval—
Gold—Black Marble—
Tray—Name Plate—
Two No. 1055 Gold
Finished Pens, One Red
End, One Black End.



Waterman's Desk Sets Make Appreciated Trophies!

WATERMAN'S GYRO-SHEATH DESK SETS are especially appropriate for trophies or prizes for golf clubs, bowling clubs, bridge clubs, whippet and greyhound clubs or for any sport or contest where a trophy that combines ornamental beauty and genuine usefulness is desired.

In this folder are shown a few of the many beautiful Waterman's Desk Set designs which may be had for nearly every competitive sport—and at a wide range of prices. Each set is a work of art, designed and built by skilled craftsmen from the very finest materials and will serve as a beautiful and highly useful souvenir to the recipient.

L. E. Waterman Co., 609 Market St., San Francisco

191 Broadway
NEW YORK

40 School Street
BOSTON

119 So. State Street
CHICAGO

WATERMAN'S LATEST MODELS IN STERLING SILVER



**Moderne
Pattern**

1452 P. Pen.....\$7.00
1453 P. Pen.....\$5.00

Another attractive
new model, designed by
a man's size pen and
pencil.



**Lady Pattern
Bay Leaf**

L.P. B.L. Pen.....\$6.00
L.P. B.L. Pen.....\$4.00

The cover and barrel
of Lady Pattern are
engraved by the Bay
Leaf pattern.



**Plain
Full Covered**

1454 P.C. Pen.....\$7.00
1455 P.C. Pen.....\$5.00

An unengraved pen
with a daily covered
with metal, suitable
for every class of
occupancy.



**Duchess
Pattern**

1456 V. D. Pen.....\$7.00
1457 V. D. Pen.....\$5.00

A specially created
address on the ladies
model with cap.



**Bay Leaf
Men's Size**

446 B.L. Pen.....\$11.00
447 B.L. Pen.....\$9.00

An open work design
on the men's Bay Leaf
New design shown,
length 5 1/2 in. well
down in the pocket.



**Lady Pattern
Twist Design**

L.P. Twist Pen.....\$7.00
L.P. Twist Pen.....\$5.00

Waterman's popular
ladies' pen in a very
novel mounting.



**Wigmore
Pattern**

451 P. Pen.....\$7.00
452 P. Pen.....\$5.00

The ever popular Wig
more design on a pen
adapted to modern taste.

The Lady Pattern is also made in the Plain Pattern, identical in size with the Lady Pattern Bay Leaf but with unengraved metal suitable for use when considerable engraving is needed. Pen \$10.00—Pencil \$5.00

Manufactured by L. E. Waterman Co., 191 Broadway, New York . . Boston . . Chicago . . San Francisco . . Montreal

WATERMAN'S GOLD AND SILVER MOUNTED



Falcon
Regular Size



Gothic
Regular Size



Pearly Pearl
Slender Size



Skazon
Slender Size



Herd Egg, Very
Slender Size



Falcon
Short Size



Gothic
Short Size



Pearly Pearl
Short Size

No manufacturer has approached Waterman's in the making of Gold and Silver Mounted fountain pens. In making these instruments they are built to deliver a long life of service to suit a purchaser's particular handwriting. Each instrument is presented in their special box—makes useful and

STERLING SILVER

14-KT Pen...\$1.00 14-KT Pen...\$1.00
14-KT Pen...\$1.00 14-KT Pen...\$1.00

GOLD FILLED

14-KT Pen...\$1.00 14-KT Pen...\$1.00
14-KT Pen...\$1.00 14-KT Pen...\$1.00

14-KT SOLID GOLD

14-KT Pen...\$1.00
14-KT Pen...\$1.00

STERLING SILVER

14-KT Pen...\$1.00 14-KT Pen...\$1.00
14-KT Pen...\$1.00 14-KT Pen...\$1.00

GOLD FILLED

14-KT Pen...\$1.00 14-KT Pen...\$1.00
14-KT Pen...\$1.00 14-KT Pen...\$1.00

14-KT SOLID GOLD

14-KT Pen...\$1.00 14-KT Pen...\$1.00
14-KT Pen...\$1.00 14-KT Pen...\$1.00

STERLING SILVER

14-KT Pen...\$1.00 14-KT Pen...\$1.00
14-KT Pen...\$1.00 14-KT Pen...\$1.00

GOLD FILLED

14-KT Pen...\$1.00 14-KT Pen...\$1.00
14-KT Pen...\$1.00 14-KT Pen...\$1.00

14-KT SOLID GOLD

14-KT Pen...\$1.00 14-KT Pen...\$1.00
14-KT Pen...\$1.00 14-KT Pen...\$1.00

STERLING SILVER

14-KT Pen...\$1.00 14-KT Pen...\$1.00
14-KT Pen...\$1.00 14-KT Pen...\$1.00

GOLD FILLED

14-KT Pen...\$1.00 14-KT Pen...\$1.00
14-KT Pen...\$1.00 14-KT Pen...\$1.00

14-KT SOLID GOLD

14-KT Pen...\$1.00 14-KT Pen...\$1.00
14-KT Pen...\$1.00 14-KT Pen...\$1.00

NOTE The suffix "14" when appearing in pen numbers indicates slender design.

UNTED FOUNTAIN PENS AND PENCILS

istry in the finishing of Sterling Silver, 14-kt. Solid
 um and matching pencils. Like all Waterman's writ-
 of perfect writing service and each may be had with
 ing or vesicle. These sets—suitably engraved and
 always appreciated gifts at any season of the year.



<p>Shannon Short Size</p> <p>42075 Pen... \$2.00 42076 Pen... \$1.50</p> <p>SILVER</p>	<p>Hand Eng. View Short Size</p> <p>42077 Pen... \$2.15 42078 Pen... \$1.50</p> <p>STERLING SILVER</p>	<p>Pine Short Size</p> <p>42079 Pen... \$2.00 42080 Pen... \$1.50</p> <p>SILVER</p>	<p>Flurry Pearl End Covered</p> <p>42081 E.C.P. Pen... \$2.00 42082 Pearl... \$1.50</p> <p>STERLING SILVER</p>	<p>Gothic End Covered</p> <p>42083 E.C.P. Pen... \$2.00 42084 Pearl... \$1.50</p> <p>GOLD FILLED</p>	<p>Shannon End Covered</p> <p>42085 E.C.P. Pen... \$2.00 42086 Pearl... \$1.50</p> <p>STERLING SILVER</p>	<p>Hand Eng. View End Covered</p> <p>42087 E.C.P. Pen... \$2.00 42088 Pearl... \$1.50</p> <p>GOLD FILLED</p>
<p>14 KT SOLID GOLD</p> <p>42089 Pen... \$2.00 42090 Pearl... \$1.50</p>	<p>14 KT SOLID GOLD</p> <p>42091 Pen... \$2.00 42092 Pearl... \$1.50</p>	<p>14 KT SOLID GOLD</p> <p>42093 Pen... \$2.00 42094 Pearl... \$1.50</p>	<p>14 KT SOLID GOLD</p> <p>42095 Pen... \$2.00 42096 Pearl... \$1.50</p>	<p>14 KT SOLID GOLD</p> <p>42097 Pen... \$2.00 42098 Pearl... \$1.50</p>	<p>14 KT SOLID GOLD</p> <p>42099 Pen... \$2.00 42100 Pearl... \$1.50</p>	<p>14 KT SOLID GOLD</p> <p>42101 Pen... \$2.00 42102 Pearl... \$1.50</p>

The sign "V" indicates a short length pen. Kindly order by number.

THE GIFT FOR BRAND-NEW, SHINY A B's AND HIGH SCHOOL DIPLOMATISTS . . . The real news for 1950 graduation gifts is the new Waterman's *Patrician* fountain pen. Certainly, it's the handsomest pen you've ever seen — with a choice of five exquisite jewel colors; Emerald; deep Turquoise; Jet; and variegated Naeco and Onyx. Hand-crafted like a fine watch. A selection of seven pen points. Perfect balance, smooth flow of ink, and the easy push across the page that comes from 47 years of making pens. The *Patrician* is \$36.00. A matching mechanical pencil is \$4.00.

Boxed together as a gift set, \$41.00.



Although not shown here, we also want to mention the famous Waterman's No. 7, at \$7.00 (seven points to choose — one of which will fit your hand exactly) and No. 5 at \$5.00. And don't forget Waterman's inks which make any fountain pen write better . . . Waterman's products are for sale by all good dealers. Every Waterman's is guaranteed forever against defects. Service stations are maintained at the addresses below for the purpose of making good our guarantee and for servicing our pens.

L. E. Waterman Company

21 Broadway, New York . . . 129 South State Street, Chicago . . . 40 School Street, Boston . . . 427 Market Street, San Francisco
265 St. James Street, Montreal, Canada

Waterman's



For a little bit less — or, if a smaller, more decidedly feminine gift seems in order, we recommend the two-tone ripple rubber in Blue, Olive or Rose — a pen that has also met Waterman's most exacting standards of craftsmanship — the set, \$1.25. Separately, the pen, \$1.00, the pencil, \$1.50.

A charming Dark Set — or, again, if you think they'd prefer a fountain pen, look no further than our popular Dime's — the newest Waterman's creation in rich, cool onyx. Utterly distinctive — entirely practical — and most elegant, \$7.50.



1,834,540 is the circulation of the leading fine magazines which will carry this striking four-color Waterman's advertisement. Hundreds, or thousands, of people right in your own territory will see it. Put it to work for you by displaying your Waterman's store.

Waterman's New Pens, Desk Sets, and Ink

Waterman's new Patrician pen, with its choice of five exquisite jewel colors: Onyx, Turquoise, Emerald, Jet and Nacre has caught the popular fancy and has swept the country in the few months since its first introduction.

Everywhere it has proved itself a wonderful gift item. Offer it for a graduation gift, wedding gift, birthday gift—or for personal use where the purchaser really wants the best.

Look this folder over carefully. Note the new Waterman's merchandise. New pens, new desk sets, new ink. And remember, these new items simply strengthen the rest of the Waterman's line and make for even more business in the standard items.

To help you move Waterman's merchandise faster we offer you valuable sales-helps. First, we will furnish you

a liberal supply of the striking Patrician folder A-83 imprinted with your business name and address.

Then we will send you folding Counter Display No. 655—18 3/4 inches wide by 11 inches high—beautifully lithographed in 12 colors and showing the entire line of Patrician pens and pencils in their actual design, colors and size.

We can also furnish you a very attractive modernistic window display in silver and black, advertising the Patricians.

And many dealers are effectively using our prepared newspaper ads on the Patrician and other Waterman's pens to tell the public just where Waterman's merchandise can be had. We will be glad to send you proof of the series.



Waterman's *Ideal* Fountain Pen

WATERMAN IDEAL FOUNTAIN PENS have achieved world-wide popularity because they are ruggedly built by master craftsmen, from the very finest materials, to deliver a long life of perfect service. With the pens shown below (in one-quarter inch increments) will be noted a new size and three distinctly different colors added to Waterman's line of two-tone stainless, apple-rubber pens. Because they are made of hard rubber, all Waterman's pens are light in weight, resistant, absolutely stainless and possess a definite writing comfort not found in other fountain pens. And there is a Waterman's pencil to match every Waterman's pen.

WATERMAN'S No. 7 COLOR BAND CHART

 RED BAND —Standard Medium band or Apple rubber version.	 GREEN BAND —Small and medium bands available for apple-rubber.	 PINK BAND —Available for Apple Rubber or Green Band in sizes of one inch.	 PURPLE BAND —Small, Fine Medium, and Large sizes available.	 BLUE BAND —Small and medium band sizes available for apple rubber.	 YELLOW BAND —Standard The size of band depends upon the band version.
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No. 7-10
—Apple Rubber
Medium band
size, as
shown in
the No. 7
Color Band
Chart above.
\$2.00 each.

No. 7-11
—Apple Rubber
Small band
size, as
shown in
the No. 7
Color Band
Chart above.
\$1.75 each.

No. 7-12
—Apple Rubber
Small band
size, as
shown in
the No. 7
Color Band
Chart above.
\$1.75 each.

No. 7-13
—Apple Rubber
Small band
size, as
shown in
the No. 7
Color Band
Chart above.
\$1.75 each.

No. 7-14
—Apple Rubber
Small band
size, as
shown in
the No. 7
Color Band
Chart above.
\$1.75 each.

No. 7-15
—Apple Rubber
Small band
size, as
shown in
the No. 7
Color Band
Chart above.
\$1.75 each.

No. 7-16
—Apple Rubber
Small band
size, as
shown in
the No. 7
Color Band
Chart above.
\$1.75 each.

No. 7-17
—Apple Rubber
Small band
size, as
shown in
the No. 7
Color Band
Chart above.
\$1.75 each.

No. 7-18
—Apple Rubber
Small band
size, as
shown in
the No. 7
Color Band
Chart above.
\$1.75 each.

No. 7-19
—Apple Rubber
Small band
size, as
shown in
the No. 7
Color Band
Chart above.
\$1.75 each.

No. 7-20
—Apple Rubber
Small band
size, as
shown in
the No. 7
Color Band
Chart above.
\$1.75 each.

Waterman's "Treasure Chest"

There is a Waterman's pencil to match each and every Waterman's pen—each combination pen and pencil set being sold in the attractive "Treasure Chest" gift case illustrated herewith. Case is made of a



light but sturdy metal covered with bright, variegated colors and lined with handsome tan satin and plush. The "Treasure Chest" makes a most appropriate gift case for any season of the year. The combination pen and pencil set shown above is Waterman's TK 05a V, two-tone Rose-Ripple and sells for \$4.50 for the set—while set shown to right is Waterman's TK 04, two-tone Ripple-Blue-green and sells for \$4.00 for the set.



Waterman's *Gyro-Smooth* Desk Set

Waterman's "Gyro-Smooth" Desk Sets are as practical as they are ornamental. The Gyro-Smooth takes any position in its holder—upright, inclined to left or right, or upward—always being kept enough tightness in bearings to hold pen where it is placed.



No. 5765—5 1/2 x 3 1/2—Olive, gold, finished frame and base plate, \$14.00, complete.



No. 5764—4 1/2 x 3—Black (engraved) Marble—\$14.00, complete.



No. 5763—4 1/2 x 3 1/2—Orange—\$14.00, complete.



No. 5762—4 1/2 x 3 1/2—Black, \$12.00, complete. With White Case or Black (engraved) Marble base, \$14.00, complete.



No. 5761—4 1/2 x 3—Olive or Black (engraved) Marble, with same plate, \$14.00, complete.

Waterman's Ideal Inks

Choose from the very finest obtainable materials and make that are free from sediment—non-corrosive—uniform in color, flow and consistency. Black is Blue-Black and Jet-Black permanent, non-fading record ink for use on ink checks, important documents, etc., and in Green, Violet, Red and Blue for other uses—in sizes ranging from the 1 oz. unrefined ink to the 4 gal. commercial container—all now being packaged in square convenient, protective cartons.





No. 384/67R—A Perpetual Calendar, in green gold finish with black enamel center barrel, mounted on an Onyx base, 4 x 6. 1 No. 67 black pen, with matching black rubber sheath. Price, \$29.00.



No. 388/62½R—A modernistic Sailboat in green solid bronze, mounted on a 2½ x 4 Green Onyx base. 1 No. 62½ bluegreen pen, and bluegreen rubber sheath to match. Price, \$10.00.



No. 381/62½R—Modernistic Penguin, another extremely popular small figure in green solid bronze, mounted on 2½ x 4 Green Onyx base. 1 No. 62½ bluegreen pen, with matching bluegreen rubber sheath. Price, \$10.00.



No. 369/62½R—This modernistic Bear, in solid bronze, is one of the most attractive of the small figures, 5" high, on 5 x 7 Onyx base with pencil groove and rubber sheath. Choice of No. 62½ pen and sheath to match. The black pen is illustrated. Price, \$20.00

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Did you receive YOUR copy of our bonus Leaf Desk Set Catalog No. 100 and the latest pages of new desk sets?